

We Gladly  
Accept  
**CalFresh/EBT**



at the  
Information Booth

Roots of  
Change

cal  fresh  
BETTER FOOD FOR BETTER LIVING

 cdfa  
CALIFORNIA DEPARTMENT OF  
FOOD AND AGRICULTURE

# IMPROVING FOOD ACCESS IN CALIFORNIA

Report to the California  
Legislature

# Agenda

- Background: AB 581
- Food Access
- Available Resources
- Recommendations
  - Distribution
  - Retail
  - Consumers
  - Direct Food Distribution

# Assembly Bill 581 (Pérez )

- Establishes the California Healthy Food Financing Initiative and Council
- Tasks the Secretary of Food and Agriculture to submit recommendations on how to increase food access throughout California
- Provides for advisory group to the Secretary.

# Limited Food Access: Under-consumption of healthy food

- Communities with limited access
  - Rural
  - Inner City
- Drivers of Healthy Food Access
  - Proximity
  - Variety
  - Quality
  - Affordability



# Available Resources

- State
  - Physical resources (e.g. State Fair Grounds; school kitchens)
  - Current state infrastructure (e.g. CDFA, CDE, Ag Commissioners)
- Federal
  - Healthy Food Financing Initiative Funds
  - Federal Nutrition Programs
    - CalFresh
    - WIC
    - School Nutrition Programs
- Non-profits, foundations, businesses
- Farmers



# Food Access Framework



# Recommendation:

## Support Food Hub Development

- Food Hubs aggregate, distribute, and market local produce
- Impact on food access
  - Source for schools and other institutional buyers
    - GAP Certification, Procurement Practices
    - Value-added processing
  - Small Stores
- Action Steps
  - Assess State Fair Grounds as possible locations
  - Capital Funds
  - Information and Technical Assistance



Farmers

Distribution

Retail

Consumers



Food hubs can vary in form – some exist as physical warehouses that aggregate product, others aggregate and process (e.g. cut up vegetables; wash; package product) and others are virtual food hubs, providing an online location for producers to connect with consumers.



# Recommendation: New Grocery Stores

- Impact on Food Access
  - Increases Proximity, Variety, Quality and Affordability
- Action Steps
  - End the moratorium on new WIC authorizations
  - Encourage local governments to review regulations and approval processes
  - Start-up Funds
    - HFFI
    - Foundations, e.g. FreshWorks Fund



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# Recommendation: Corner Stores

- Impact on Access
  - Proximity and Variety
- Action steps
  - Transition Funds
    - Cold Storage, Refrigeration units, display cases
  - Technical Assistance
    - Sourcing, display



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graph LR; Farmers --> Distribution; Distribution --> Retail; Retail --> Consumers
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# Recommendation:

## Promote CalFresh & WIC Acceptance

- Impact on Access
  - Affordability
- Action Steps
  - Require stores receiving HFFI to accept CalFresh
  - CalFresh acceptance question on CFM application
  - Work with DPH on WIC transition to eWIC



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# Recommendation: Increase CalFresh Participation

- Impact on Food Access
  - Affordability
- Action Steps
  - Remove enrollment barriers
  - Outreach to the working poor
  - Partner with Health Care Services to reach Medi-Cal applicants



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California has the lowest SNAP participation rate in the country. In 2009, only 53 percent of all eligible persons participated in CalFresh, compared with a national participation rate of 72 percent.

# Recommendation: Increase Farmers' Market Nutrition Program Participation

- Impact on access
  - Affordability and Variety
- Action Steps
  - Distribute coupon booklets at CFMs
  - Outreach & Education



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Retail

Consumers

# Recommendation: Increase Incentive Programs

- Impact on Access
  - Affordability
- Action Steps
  - HFFI funds to support programs (e.g. Market Match, Double Up Bucks)
  - Outreach & Promotion



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Consumers

# Recommendation: Support Healthy School Meals

- Impact on Food Access
  - Direct Food Distribution
- Action steps
  - State-wide Farm-to-Fork Coordinator
    - Coordinating between CDFA, CDE, CDPH
  - HFFI Funds
    - School Kitchens and Infrastructure



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Consumers





▶ For many children, school meals are their primary source of food. Because school meals are such an important part of food access for children, it is important to ensure that these meals are healthy.

# Recommendation: Support Urban Agriculture

- Impact on Access
  - Proximity, Variety, Quality, Affordability
- Action Steps
  - Local Zoning to support urban gardens
  - Promotional and education materials



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# Conclusion

- WIN for kids
- WIN for health
- WIN for education
- WIN for communities
- WIN for agriculture
- WIN for California